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(54) SYSTEM AND METHOD FOR ADVERTISEMENT AND FREEBIE PRESENTATION THROUGH ONLINE SPORT GAME

(57) Abstract:

PURPOSE: A system and method for the advertisement and the freebie presentation through the online sport game are provided for a user to enjoy the favorite online sport game while having the opportunity of freebie, for an advertiser to maximize the effect of the advertisement, and for a provided to secure easily superior members and to increase the benefit of the advertisement.
CONSTITUTION: The user accesses a server system through the internet(S30) and the server system sends an initial screen data to the user(S31). The

initial screen needs an ID and password of the user. The user takes the registration or authentication procedures(S32-S36). When the user selects one of games on the initial screen(S37), the server displays the relevant game on a screen of the user. The user enjoys the online sport game by using the own computer(S38). The server system stores the result or scores of the online sport game of the user to a game result table(23)(S39). The server system finds and displays the freebie corresponding to the game result on the screen of the user(S40). The server system stores the advertising costs to a selling table(25), outputs the advertising costs in need(S41), and requests the payment of the advertiser through the internet(S42).

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